

## **FORWARD NEW RICHMOND**

**May 15, 2019**

### **Meeting Minutes**

Summer Seidenkranz called the meeting to order at 12:00 p.m.

Roll call was taken.

Members present: Summer Seidenkranz, Heather McAbee, Cathy Longtin, Karl Skoglund, Mike Montello, Paul Mayer, Tom Mews, Susan Lockwood, Rob Kreibich.

Others present: Beth Thompson, Mike Darrow, Lori Brinkman, Seth Hudson, Tom Weinmeyer, Bill Rubin.

Tom Mews moved to adopt the agenda, seconded by Heather McAbee and carried.

Tom Mews moved to approve the minutes from the previous meeting dated April 17, 2019, seconded by Karl Skoglund and carried.

#### **Retail Gap Analysis**

Seth Hudson with Cedar Corporation, completed a Retail Gap Analysis study for the City in preparation for RECon. Seth explained how the information was gathered and described the retail trade area (5-mile radius and 10-mile radius). Seth went through the demographic profile, employment trends, wage trends, industry snapshots, occupation snapshots, and education levels for this area. He also outlined the various lifestyle segmentations and traits for our area. Per the Retail Gap Analysis study, the potential opportunities in New Richmond are in the following categories: Sporting Goods, Hobby, Book & Music; Clothing and Closing Accessories; Health & Personal Care; Shoe Stores; Book, Periodical & Music. Beth Thompson and Summer Seidenkranz will be attending RECon in Las Vegas next week. The group discussed how to best market New Richmond at RECon.

#### **Housing Study**

At the April meeting, FNR directed City staff to research how to handle housing needs in New Richmond. Staff feels the best approach is to have a comprehensive housing study completed so we can be fully informed on the actual housing needs. Beth Thompson explained that two Wisconsin communities a little larger than New Richmond have recently completed housing studies (River Falls and Platteville). The costs for the studies were between \$20,000 and \$25,000. Barron County also recently completed a similar study.

Tom Mews moved to discuss the possibility of a housing study, seconded by Susan Lockwood and carried. Discussion followed.

Beth explained there is a CDBG Planning grant the City will apply for which, if awarded, could pay up to half of the cost of the study. The group would like to speak with representatives from River Falls and/or Barron County to get their feedback. City staff will bring this agenda item back to the July FNR meeting. If a housing study is recommended at that time, a request for Proposals would be put out for firms to complete a housing study.

No action needed at this time.

#### **Economic Development Updates**

Beth Thompson gave a brief update on the current business development projects in New Richmond: Dance Explosion ground-breaking, Oral Surgery Center possible building location, WITC addition, and Westfields Hospital addition. Beth also gave year-to-date information on building permits and "Keep it Beautiful".

**Closed Session**

Tom Mews moved to go into Closed Session by State Statute 19.85 (1)(e), seconded by Paul Mayer, and carried.

**Open Session**

Karl Skoglund moved to proceed as discussed in Closed Session, seconded by Paul Mayer and carried.

**Communications/Miscellaneous**

None

Paul Mayer moved to adjourn, seconded by Heather McAbee and carried.

Meeting adjourned at 1:41 p.m.

Minutes submitted by Lori Brinkman.